

# Creative Economy

IT Opportunities in Northern Thailand

# Why Northern Thailand?

- Chiang Mai as a center
  - 7 Universities all include IT related courses
  - 7 International School (English, German, Japanese)
  - Public Facilities (Hospital, Shopping Mall)
  - IT Infrastructure (?)

# Why Creative Economy

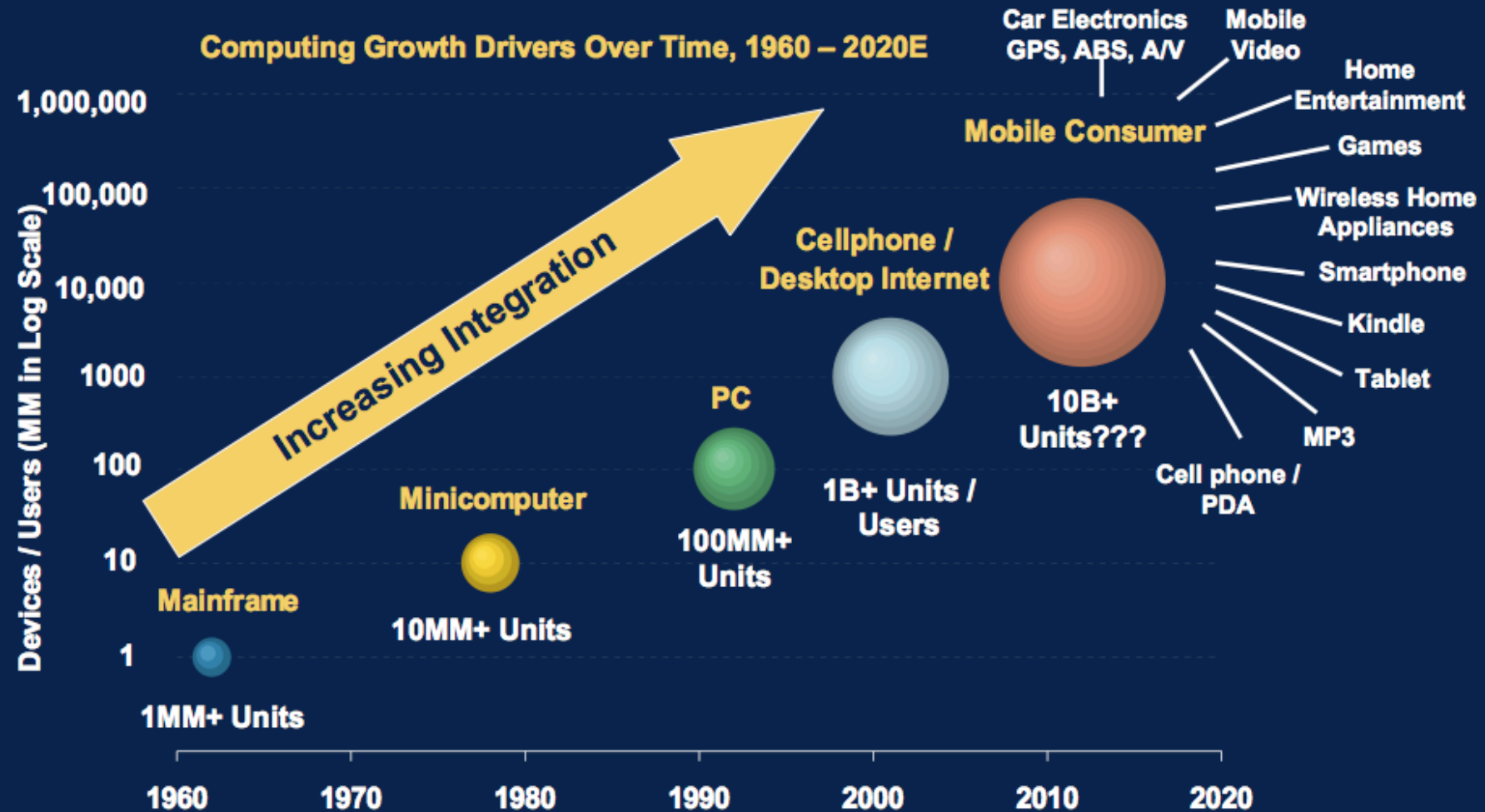
- Northern Thailand depends on Tourism and Handicraft Industry (Season related)
- IT was proved to improve those sessions
- We can use region's strength to create IT related content
  - Tourism based Social Network
  - Augmented Reality

# IT Segments of Opportunities

- Mobile Computing  
(It has many success stories)
- Augmented Reality  
(Local contents to Global market)
- Tourism Based Social Network

# New Computing Cycles Supported by 10x More Devices

## Opportunities for Semiconductor / Hardware / Software / Services



Morgan Stanley

Note: PC installed base reached 100MM in 1993, cellphone / Internet users reached 1B in 2002 / 2005 respectively;  
Source: ITU, Mark Lipacis, Morgan Stanley Research.

# Smartphone

It needs software, lot of software

# iPhone AppStore

- 3 billion downloads in 18 months  
(January 5, 2010)
- More than 115,000 applications on-sales
- Over 10 million downloads per day
- Available in 77 countries



# iPhone AppStore

Date	Available apps	Downloads to date
July 11, 2008 <sup>[20]</sup>	500	0
July 14, 2008 <sup>[17]</sup>	800	10,000,000
September 9, 2008 <sup>[21]</sup>	3,000	100,000,000
October 22, 2008 <sup>[22]</sup>	7,500	200,000,000
December 5, 2008 <sup>[citation needed]</sup>	10,000	300,000,000
January 16, 2009 <sup>[18]</sup>	15,000	500,000,000
March 17, 2009 <sup>[citation needed]</sup>	25,000	800,000,000
April 23, 2009 <sup>[19]</sup>	35,000	1,000,000,000
June 8, 2009 <sup>[23]</sup>	50,000	1,000,000,000+
July 11, 2009 <sup>[citation needed]</sup>	55,000	1,000,000,000+
July 14, 2009 <sup>[24]</sup>	65,000	1,500,000,000
September 9, 2009	75,000	1,800,000,000
September 28, 2009 <sup>[3][4]</sup>	85,000	2,000,000,000+
November 4, 2009 <sup>[5][6]</sup>	100,000	2,000,000,000+
January 5, 2010 <sup>[25][26]</sup>	100,000+	3,000,000,000+



# Can we do?

- In 18 months, at least 3 Thai applications are listed in Top 100 Apps US AppStore



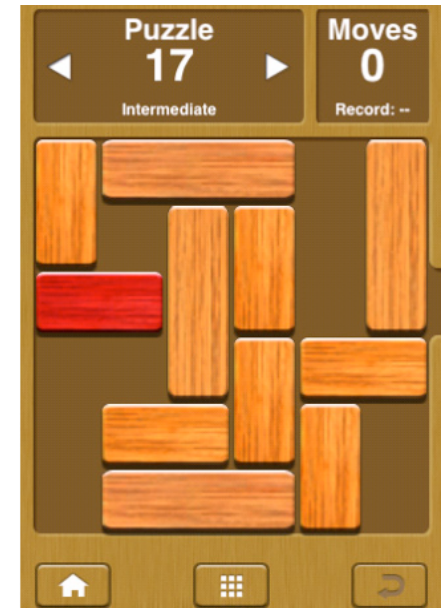
# Parking Lot

- Chatchai Khunpitoluk  
Phatcharapong Kusuwan
- No 2 on US AppStore



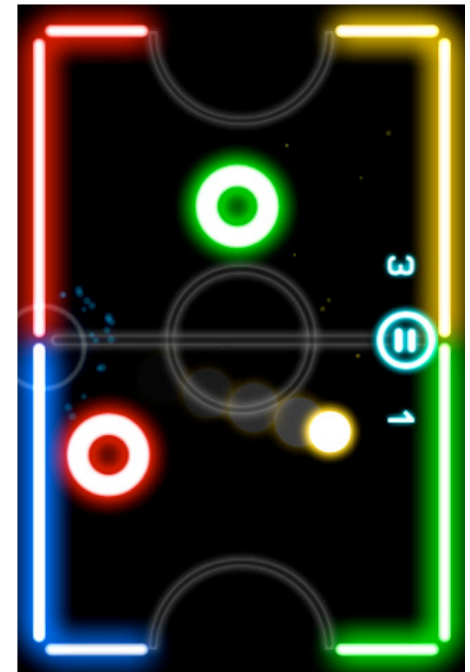
# Unblock Me

- Kirakorn Chimkul
- Listed in US Top 100 for many months



# Glow Hockey

- Natenai Ariyatrakool
- No 10 on AppStore right NOW  
(January 11, 2010)



# How much they earn?

- Top 100 needs more than 1,000 copies/day
- Top 10 needs more than 10,000 copies/day



"The revolutionary App Store offers iPhone and iPod touch users an experience unlike anything else available on other mobile devices, and we see no signs of the competition catching up anytime soon."



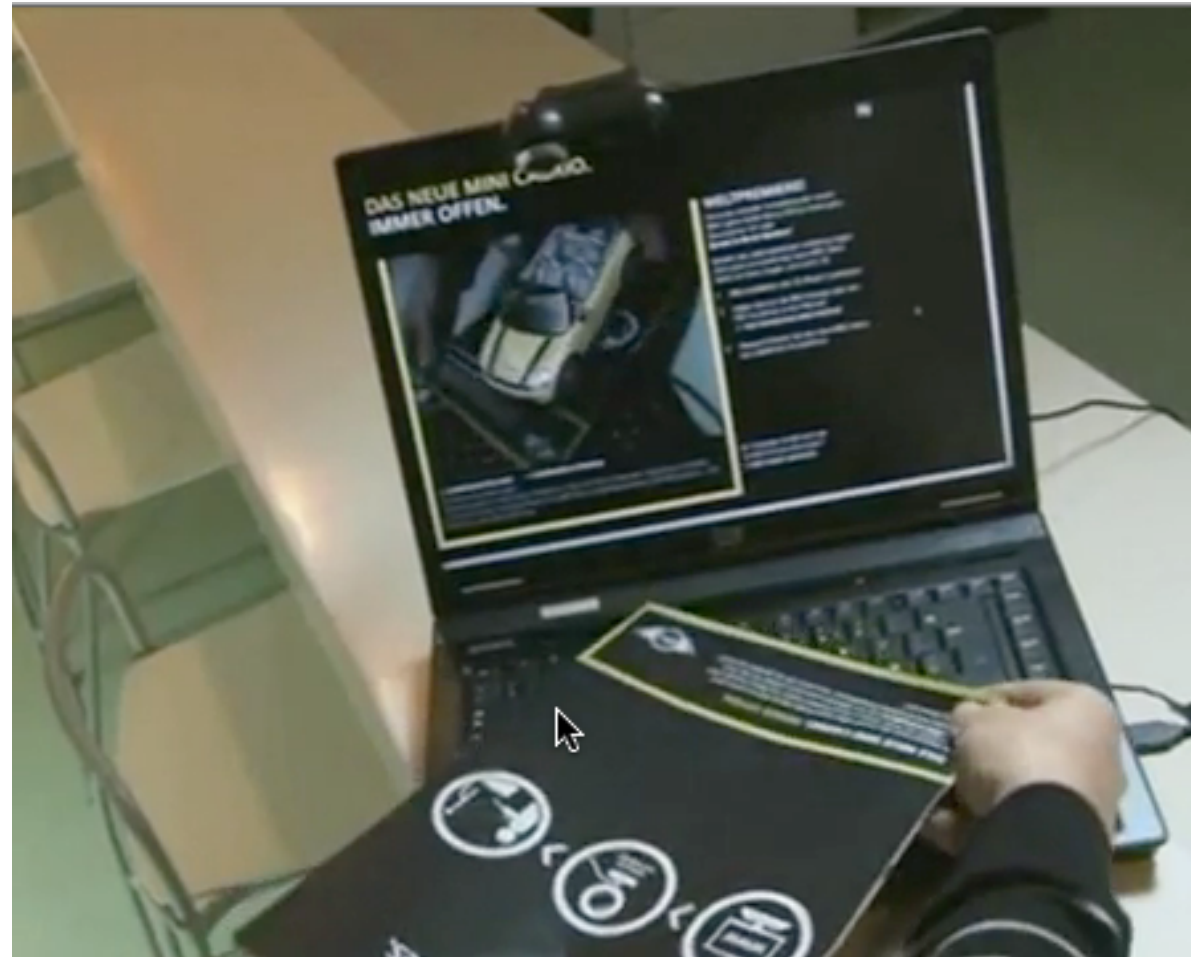
# Smartphone Application Store

- Apple App Store
- Google Android Market
- Blackberry App World
- Nokia Ovi Store
- Samsung Application Store
- Windows Marketplace

# Augmented Reality

It needs software, lot of software







# Tourism Based Social Network

The most growing session of IT business



Already a member? [Login](#)

Find places, people, tags

SEARCH

# CHECK-IN FIND YOUR FRIENDS UNLOCK YOUR CITY

Foursquare on your phone gives you & your friends new ways of exploring your city. Earn points & unlock badges for discovering new things. [LEARN MORE](#)

JOIN NOW

## RECENT ACTIVITY



**Tristen P.** in Vancouver, Canada:  
wrote a tip @ **Next! Piercing & Tattooing**: Didn't have an appointment but luckily it was dead when I walked in. The staff was very helpful in replacing my jewelry. Very clean and professional.



**Kevin O.** in Brockton, MA:  
became the mayor of **Papa Gino's**.



**Jonathan P.** in Canmore, AB:  
became the mayor of **Canmore crossing**.



**Sae C.** in Seoul, South Korea:  
became the mayor of **덕우암센터(약수터)**.



**Hirotaka N.** in 新宿区, 東京都:  
unlocked the 'I'm on a boat!' badge.



**Sae C.** in Seoul, South Korea:  
became the mayor of **안정형외과의원**.



## GET IT NOW

iPhone →

BlackBerry →

ANDROID →

palm →

OTHER DEVICES →

**DEVELOPERS:**  
USE OUR API TO BUILD  
YOUR OWN APPS

[find out how →](#)

**BUSINESSES:**  
USE FOURSQUARE TO  
REWARD YOUR CUSTOMERS

[find out how →](#)